

1. (Amended) A product catalogue production system comprising data storage apparatus for storing data relating to a plurality of products, characterized in that said data is stored in a data structure comprising: a first data store where attributes of said plurality of products are each identified by an attribute code, and a second data store where each attribute of a given product of the plurality of products is recorded as a product record, each product record comprising a product identifier for said given product and one of the attribute codes from said first store, the total number of product records for a given product being equal to the number of product attributes possessed by said given product.

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2. (Amended) A product catalogue production system according to claim 1, wherein said product records comprise an attribute value, said attribute value being associated with the attribute code in a separate data record.

3. (Amended) A product catalogue production system according to claim 1, wherein said plurality of product data records are stored in one storage table of a relational database.

4. (Amended) A product catalogue production system according to claim 1, wherein said data storage apparatus further comprises a data store for storing product classification data in the form of classification data records associated with said product codes.

A2 6. (Amended) A product catalogue production system according to claim 4, wherein said data storage apparatus further comprises a store for product structure data, whereby a set of possible attributes is defined for a product falling within a product classification, and a data store for product structure control data, whereby a product structure is associated with a product classification.

A3 9. (Amended) A product catalogue production system according to claim 4, wherein a classification data record comprises a pointer to a further classification data record, to define a relationship in a classification hierarchy.

A4 11. (Amended) A product catalogue production system according to claim 4, wherein said classification data records store classification data in the form of classification codes and associated classification attribute data items, said data storage apparatus having a data structure allowing a plurality of classification attribute data items to be associated with a classification code, said data structure structuring the classification data, when a plurality of classification attribute data items are associated with a given classification code, in the form of a plurality of classification data records each including the given classification code and an associated classification attribute data item.

13. (Amended) A product catalogue production system according to claim 11, wherein the classification attribute data item is an attribute code associated with an attribute value, and the attribute value is associated with the attribute code in a separate data record.

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14. (Amended) A product catalogue production system according to claim 13, wherein the attribute values associated with a classification record in the data storage apparatus may also be associated with an otherwise unrelated product record, by means of said attribute code.